

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Heartland Payment Systems, Inc.		07/08/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	JPMorgan Chase Bank, N.A., as Administrative Agent		
Street Address:	10 South Dearborn Street, 19th Floor		
Internal Address:	Loan and Agency Services Group		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60603		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 44			
Property Type	Number	Word Mark	
Serial Number:	85336730	BETTER THAN A CHECKING ACCOUNT	
Serial Number:	85336744	BETTER THAN A CHECKING ACCOUNT	
Registration Number:	2423296	CAFE PREPAY	
Registration Number:	4152876	CAFÉ PREPAY	
Registration Number:	2989436	CAFE ENTERPRISE	
Registration Number:	3989644	COMALEX	
Registration Number:	1600557	COMALEX	
Registration Number:	4163416	COMALEX	
Registration Number:	3250944	ECSI	
Registration Number:	3250945	ECSI	
Registration Number:	3734084	FRESHTXT	
Serial Number:	85717377	HEARTLAND MOSAIC	
Serial Number:	85717365	HEARTLAND MOSAIC	

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Serial Number:	85874092	HEARTLAND PAYMENT SYSTEMS
Serial Number:	85874096	HEARTLAND PAYMENT SYSTEMS
Serial Number:	85874100	HEARTLAND PAYMENT SYSTEMS
Serial Number:	85874101	HEARTLAND PAYMENT SYSTEMS
Serial Number:	85576828	HEARTLAND PETROPAY
Registration Number:	2310350	LUNCHBOX
Registration Number:	4283578	MOBUYLE
Serial Number:	85337809	MOBUYLE
Serial Number:	85337815	MOBUYLE
Registration Number:	2420916	MYCARD@SCHOOL
Registration Number:	2832956	MYCARD@SCHOOL
Registration Number:	4255165	MYSCHOOLBUCKS
Registration Number:	2748710	MYLUNCHMONEY.COM
Registration Number:	3484768	MY PAL
Serial Number:	85293224	NUTRITION GRADE REPORT
Serial Number:	85293353	NUTRITION GRADE REPORT
Serial Number:	85662769	PORTICO
Serial Number:	85662828	PORTICO
Serial Number:	85642043	PROSPER
Serial Number:	85642064	PROSPER
Serial Number:	85642077	PROSPER
Registration Number:	4333982	REFUNDSELECT
Registration Number:	3250943	SERVICE NEVER RESTS.
Registration Number:	3488076	SL TECH
Serial Number:	85707753	SMARTLINK
Serial Number:	85405791	SMARTTIE FOR SCHOOL KITCHENS
Serial Number:	77383872	SMARTTIE FOR SCHOOL KITCHENS
Serial Number:	85652762	WAVERIDER
Serial Number:	85652764	WAVERIDER
Serial Number:	85652768	WAVEREADER SPIN
Serial Number:	85652771	WAVEREADER SPIN

CORRESPONDENCE DATA

Fax Number: 2146614926

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

TRADEMARK
REEL: 005065 FRAME: 0202

Phone: 214-953-6926
Email: daltndept@bakerbotts.com
Correspondent Name: Elizabeth K. Stanley
Address Line 1: 2001 Ross Avenue
Address Line 2: Suite 600
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER: 002642.2423

NAME OF SUBMITTER: Elizabeth K. Stanley

Signature: /Elizabeth K. Stanley/

Date: 07/08/2013

Total Attachments: 18

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TRADEMARK SECURITY AGREEMENT

July 8, 2013

WHEREAS, Heartland Payment Systems, Inc., a Delaware corporation (herein called "**Grantor**"), owns certain Trademarks (as defined below); and

WHEREAS, Grantor has entered into that certain Second Amended and Restated Credit Agreement dated as of November 24, 2010 (as it may be amended, restated, modified or supplemented from time to time, the "**Credit Agreement**" and capitalized terms used and not otherwise defined herein shall have the meanings assigned to them in the Credit Agreement), among Grantor, the lending and other financial institutions from time to time party thereto (the "**Lenders**"), and JPMorgan Chase Bank, N.A., as Administrative Agent for the Lenders and the other Secured Parties (as defined in the Credit Agreement);

WHEREAS, pursuant to the terms of the Amended and Restated Pledge and Security Agreement dated as of November 24, 2010, made by Grantor and certain Affiliates (as such term is defined in the Credit Agreement) of Grantor (as from time to time amended, supplemented, restated or otherwise modified, the "**Security Agreement**"), Grantor has granted to the Administrative Agent for its benefit and for the ratable benefit of the Secured Parties (in such capacity, the "**Grantee**") a continuing security interest in various assets of Grantor, including all right, title and interest of Grantor in and to the Trademark Collateral (as defined herein), whether now owned or existing or hereafter acquired or arising, to secure the Secured Obligations (as such term is defined in the Credit Agreement);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby pledges and assigns to Grantee and grants to Grantee a continuing security interest, for the ratable benefit of the Secured Parties, in and to all of Grantor's right, title and interest in and to all of the following property (all of the following items or types of property being herein collectively referred to as the "**Trademark Collateral**"), whether now owned or existing or hereafter acquired or arising, as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of the Secured Obligations, whether now existing or hereafter incurred or arising:

(a) all trademarks, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, logos, brand names, trade dress, and any other source or business identifiers, and the rights in any of the foregoing which arise under the laws of the United States;

(b) the goodwill of the business symbolized thereby or associated with each of them;

(c) all registrations and applications in connection therewith filed with the United States Patent and Trademark Office, including those described in **Schedule 1** hereto;

(d) all reissues, extensions and renewals thereof;

(e) all claims for, and rights to sue for, past or future infringements of any of the foregoing; and

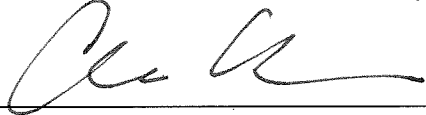
(f) all income, royalties, damages and payments now or hereafter due or payable with respect to any of the foregoing, including damages and payments for past or future infringements thereof.

Notwithstanding the foregoing, the Trademark Collateral shall not include any "intent-to-use" application for registration of a Trademark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the filing of a "Statement of Use" pursuant to Section 1(d) of the Lanham Act or an "Amendment to Allege Use" pursuant to Section 1(c) of the Lanham Act with respect thereto, solely to the extent, if any, that, and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of any registration that issues from such intent-to-use application under applicable federal law.

This security interest is granted in conjunction with the security interests granted to Grantee pursuant to the Security Agreement. Grantor does hereby further acknowledge and affirm that the rights and remedies of Grantee with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

IN WITNESS WHEREOF, Grantor has caused this Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the date first written above.

HEARTLAND PAYMENT SYSTEMS, INC.

By: 
Name: Charles H. N. Kallenbach
Title: Secretary

[Trademark Security Agreement - HPS]

TRADEMARK
REEL: 005065 FRAME: 0206

Acknowledged:

JPMORGAN CHASE BANK, N.A.,
as Administrative Agent

By: 
Name: Goh Siew Tan
Title: Vice President

[Trademark Security Agreement - HPS]




TRADEMARK
REEL: 005065 FRAME: 0207


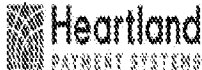
Schedule 1


Trademarks


Mark	Country	App. No	App. Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
BETTER THAN A CHECKING ACCOUNT	United States	85/336,730	6/2/2011			35	Business services, namely, administration of a consumer loyalty, affinity, and incentive award program to promote the issuance of credit cards, debit cards, smart cards, and stored-value cards and the use of smart phones and mobile devices to make point of sale payments by others; Payroll preparation services; administration of business payroll for others; Business advisory services, consultancy and information; public advocacy to promote awareness of credit, debit, payment card, stored-value card, smart phone and mobile device transaction processing practices; Administration of a consumer loyalty program to promote retail services of others; Customer loyalty services and customer club services, for commercial, promotional and/or advertising purposes	Allowed 6/5/2012 Statement of Use/2nd Extension due 6/5/2013
BETTER THAN A CHECKING ACCOUNT	United States	85/336,744	6/2/2011			36	Financial services, namely, credit card, debit card, bank card, smart card, payment card, and stored-value card transaction processing services; financial transaction processing services, namely, providing secure commercial transactions and payment options for customers using a smart phone or mobile device at a point of sale; credit card, debit card, bank card, smart card, payment card, and stored-value card verification services; verification services for commercial transactions and payments made by customers using a smart phone or mobile device at a point of sale; credit card, debit card, bank card, smart card, payment card, and stored-value card authorization services; authorization services for commercial transactions and payments made by customers using a smart phone or mobile device at a point of sale; electronic payment, namely, electronic processing and transmission of bill payment data; providing electronic processing of credit card, debit card, bank card, smart card, payment card, and stored-value card transactions all via a proprietary and secure financial global computer network; providing electronic processing of commercial transactions and payments made by customers using a smart phone or mobile device at a point of sale via a proprietary and secure financial global computer network; financial administration of debit card, smart card, payment card, stored-value card,	Allowed 6/5/2012 Statement of Use/2nd Extension due 6/5/2013

Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
							smart phone and mobile device payment account services utilizing a computer readable device; electronic funds transfer services; clearing and reconciling financial transactions via a global computer network for retail merchants; providing commercial financial transaction data, including account balance data to merchants regarding credit card, debit card, bank card, smart card, payment card, stored-value card, and smart phone and mobile device payment accounts via a secure Internet website; information services, namely, financial information provided by electronic means; financial services, namely, electronic remote check deposit services on behalf of merchants; electronic check processing on behalf of merchants; providing electronic processing of electronic funds transfer, ACH, credit card, debit card, electronic check, and electronic payments via telephone and the internet; providing electronic processing of re-presented check transactions and electronic payments related thereto via a global computer network; financial services, namely, providing on-line stored value accounts in an electronic environment; stored value card services; stored value prepaid card services, namely, processing electronic payments made through prepaid cards	
CAFE PREPAY (Assigned from Comalex, Inc.)	United States	75/896,272	1/13/2000	2,423,296	1/23/2001	36	Financial services in the nature of providing payments to schools for crediting to the accounts of students in exchange for payments on behalf of the students	Abandoned
CAFÉ PREPAY	United States	85/312,641	5/4/2011	4,152,876	6/5/2012	36	Electronic commerce payment services, namely, establishing funded accounts with schools used to prepay student's lunches and snacks; electronic commerce payment services, namely, establishing funded accounts with schools used to prepay student's transportation, school books, school pictures, field trips, athletic fees, and other school-related fees via the Internet	Registered Section 8/15 due 6/5/2018 Renewal due 6/5/2022
CAFE ENTERPRISE (Assigned from Comalex, Inc.)	United States	78/435,841	6/15/2004	2,989,436	8/30/2005	9	Computer software, namely, software used to facilitate the sale of meals	Registered Renewal due 8/30/2015
COMALEX (Owner Comalex, Inc.)	United States	85/186,805	11/29/2010	3,989,644	7/5/2011	9	Computer software, namely, software used to manage transactions and integrate systems at point of sale applications	Registered Section 8/15 due 7/5/2017

Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
								Renewal due 7/5/2021
 (Assigned from Comalex, Inc.)	United States	73/832,667	10/20/1989	1,600,557	6/12/1990	9	Computer peripherals; and computer software for factory data gathering	Expired
	United States	85/312,668	5/4/2011	4,163,416	6/26/2012	9	Computer peripherals; computer software used to manage commercial financial transactions and integrate electronic payment systems for point of sale applications	Registered Section 8/15 due 6/26/2018 Renewal due 6/26/2022
ESCI	United States	78789191	1/11/2006	3250944	6/12/2007	36	Financial services for educational institutions, financial institutions, borrower and lenders, namely providing management and consulting support for student loans and related financial services for such educational institutions, financial institutions, borrowers and lenders	Registered Renewal due 6/12/2017
ESCI	United States	78789196	1/11/2006	3250945	6/12/2007	36	Financial services for educational institutions, financial institutions, borrower and lenders, namely providing management and consulting support for student loans and related financial services for such educational institutions, financial institutions, borrowers and lenders	Registered Renewal due 6/12/2017
FRESHTXT	United States	77/753,046	6/5/2009	3,734,084	1/5/2010	42	Providing a website featuring on-line non-downloadable software tools which allow a user to send a message to a customer to alert them that a good or service is ready or available	Registered Section 8/15 due 1/5/2016 Renewal due 1/5/2020
	United States					42	Providing a website featuring on-line non-downloadable software for computer and mobile applications which allows a user to send messages to, and receive message from, a customer to alert them that a good or service is ready or available, to send promotional messages, to allow a customer to reserve a good or service, and to provide coupons or other discounts to attract, retain and reward	Drafted 8/31/2011 Not filing per Honora 3/22/2012


Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
							loyal customers	
HEARTLAND MOSAIC	United States	85/717,377	8/30/2012			9	Computer software for use as a spreadsheet, for use in word processing, for use in database management, for use in the electronic storage and management of data, and for providing point of sale payment services in the fields of food service management, order entry, inventory control, and reporting and analytics	Allowed 1/8/2013 Statement of Use/1 st Extension for 7/8/2013
HEARTLAND MOSAIC	United States	85/717,365	8/30/2012			42	Application service provider, namely, providing non-downloadable software for use as a spreadsheet, for use in word processing, for use in database management, for use in the electronic storage and management of data, and for providing point of sale payment services in the fields of food service management, order entry, inventory control, and reporting and analytics	Allowed 1/8/2013 Statement of Use/1 st Extension for 7/8/2013
 Heartland PAYMENT SYSTEMS	United States	85/874,092	3/12/2013			9	Computer application software for mobile phones, namely, software to provide identity authentication, facilities access and electronic payment services; electronic readers used in mobile devices for capturing, verifying and authenticating data for use in identity authentication, facilities access and electronic payment services; card readers for magnetically encoded cards; chip card readers; computer software for wirelessly managing accounts related to the provision of retail services, restaurant services and laundry machine services; computer software for managing, maintaining and repairing washing machines, dryers and laundry machines; computer software for wireless communications and messaging between retail merchants and their customers, restaurants and their patrons, and managers of laundry facilities and their users to provide information on the status of their services; computer software that provides web-based access to applications and services relating to the management of retail stores, restaurants and laundry facilities through a web-based operating system or portal interface.	Pending Foreign filing deadline 9/12/203
 Heartland PAYMENT SYSTEMS	United States	85/874,096	3/12/2013			35	Promoting the issuance of credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart card, prepaid payment card and smart phone and mobile device payment	Pending Foreign filing deadline 9/12/203


Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
							accounts through the administration of incentive award programs, loyalty programs and affinity programs; payroll preparation services; administration of business payroll for others; business advisory services, consultancy and information; public advocacy to promote awareness of credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart card, prepaid payment card, payment card and smart phone and mobile device payment accounts processing practices; business advisory services, consultancy and information in the fields of electronic payment processing, inventory management, monitoring and control, and hostessing and table management; business advisory services, consultancy and information for restaurants and other retail establishments in the fields of electronic payment processing, inventory management, monitoring and control, and hostessing and table management; incentive award programs to promote the sale of others' products and services through the issuance and processing of loyalty points.	
	United States	85/874,100	3/12/2013			36	Financial services, namely, credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart card, prepaid payment card and smart phone and mobile device payment accounts transaction processing services; credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart card and prepaid payment card and smart phone and mobile device payment accounts verification services; check verification and processing services; credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart card, prepaid payment card and smart phone and mobile device payment accounts authorization services; electronic processing and transmission of payment data; providing electronic processing of credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart card, prepaid payment card and smart phone and mobile device payment accounts transactions via a proprietary and secure financial global computer network; credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-	Pending Foreign filing deadline 9/12/203

Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
							issued stored value card, bank-issued prepaid cash card, stored value smart card and prepaid payment card account services featuring a computer readable card; electronic funds transfer services; payroll tax debiting services; providing online financial services to restaurants and other retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for restaurants and other retail establishments; clearing and reconciling financial transactions via a global computer network; check verification and processing services; providing account transaction information to merchants, namely, credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart card, prepaid payment card and smart phone and mobile device payment accounts transactions information and balances via a secure Internet website; information, advisory and consultancy services related to credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart card, prepaid payment card and smart phone and mobile device payment accounts processing practices; information, advisory and consultancy services related to credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart card, prepaid payment card and smart phone and mobile device payment accounts processing practices for restaurants and other retail establishments; financial transaction services, namely, providing secure commercial transactions and payment options using a mobile device at a point of sale; loyalty program payment processing services; information services, namely, financial information provided by electronic means.	
	United States	85/874,101	3/12/2013			42	Data encryption services in the field of credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart card, prepaid payment card and smart phone and mobile device processing; providing temporary online non-downloadable computer software for use in accessing online credit card, debit card, bank card, smart card, prepaid card, stored value card, prepaid cash card, bank-issued stored value card, bank-issued prepaid cash card, stored value smart	Pending Foreign filing deadline 9/12/2013

Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
							card, prepaid payment card and smart phone and mobile device transaction processing services; computer services, namely, providing temporary use of non-downloadable computer software for providing a web-based school management system and online portal for providing financial management, admissions management, education management and records management; platform as a service (PAAS) featuring computer software platforms for use as a spreadsheet, for use in word processing, for use in database management, and for use in the electronic storage of data for restaurant management, table management, inventory control, multi-station kitchen preparation, check management, staff performance management, and order entry and analytics; platform as a service (PAAS) featuring computer software platforms for use as a spreadsheet, for use in word processing, for use in database management, for use in the electronic storage of data and for payment processing at retail establishments.	
HEARTLAND PETROPAY	United States	85/576,828	3/22/2012			36	Financial services, namely, credit card, debit card, bank card, smart card, payment card, and stored-value card transaction processing services; financial transaction processing services, namely, providing secure commercial transactions and payment options for customers using a smart phone or mobile device at a point of sale; credit card, debit card, bank card, smart card, payment card, and stored-value card verification services; verification services for commercial transactions and payments made by customers using a smart phone or mobile device at a point of sale; credit card, debit card, bank card, smart card, payment card, and stored-value card authorization services; authorization services for commercial transactions and payments made by customers using a smart phone or mobile device at a point of sale; electronic payment, namely, electronic processing and transmission of bill payment data; providing electronic processing of credit card, debit card, bank card, smart card, payment card, and stored-value card transactions all via a proprietary and secure financial global computer network; providing electronic processing of commercial transactions and payments made by customers using a smart phone or mobile device at a point of sale via a proprietary and secure financial global computer network; financial administration of debit card, smart card, payment card, stored-value card, smart phone and mobile device payment account services utilizing a computer readable device; electronic funds transfer services; clearing and reconciling financial transactions via a global computer network for convenience	Allowed 10/9/2012 Statement of Use ^{1st} extension due 4/9/2013


Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
							store merchants and vehicle service station merchants and providing commercial financial transaction data, including account balance data to such merchants regarding credit card, debit card, bank card, smart card, payment card, stored-value card, and smart phone and mobile device payment accounts via a secure Internet website; information services, namely, financial information provided by electronic means; financial services, namely, providing on-line stored value accounts in an electronic environment; stored value card services; stored value prepaid card services, namely, processing electronic payments made through prepaid cards	
LUNCHBOX Acquired from Data Futures, Inc.	United States	75/393,149	11/20/1997	2,310,350	1/25/2000	9	Computer software for use in school and institutional meal management	Registered Next Renewal due 1/25/2020
MOBUYLE	United States	85/337,801	6/3/2011	4,283,578	1/29/2013	9	Computer application software for mobile phones, namely, software to provide identity authentication, facilities access and electronic payment services; electronic readers used in mobile devices for capturing, verifying and authenticating data for use in identity authentication, facilities access and electronic payment services	Registered Section 8/15 Due 1/29/2019
MOBUYLE	United States	85/337,809	6/3/2011			35	Business services, namely, administration of a consumer loyalty, affinity, and incentive award program to promote the issuance of credit cards, debit cards, smart cards, and stored-value cards and the use of smart phones and mobile devices to make point of sale payments by others; Business advisory services, consultancy and information; public advocacy to promote awareness of credit, debit, payment card, stored-value card, smart phone and mobile device transaction processing practices; Administration of a consumer loyalty program to promote retail services of others; Customer loyalty services and customer club services, for commercial, promotional and/or advertising purposes	Allowed 5/29/2012 Statement of Use/2 nd Extension due 5/29/2013
MOBUYLE	United States	85/337,815	6/3/2011			36	Financial services, namely, credit card, debit card, bank card, smart card, payment card, and stored-value card transaction processing services; financial transaction processing services, namely, providing secure commercial transactions and payment options for customers using a smart phone or mobile device at a point of sale; credit card, debit card, bank card, smart card, payment card, and stored-value card verification services; verification services for commercial transactions and payments made by customers using a smart phone or mobile device at a point	Allowed Statement of use filed 12/4/2012 – Response to Office Action due 6/4/2013

Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
							of sale; credit card, debit card, bank card, smart card, payment card, and stored-value card authorization services; authorization services for commercial transactions and payments made by customers using a smart phone or mobile device at a point of sale; electronic payment, namely, electronic processing and transmission of bill payment data; providing electronic processing of credit card, debit card, bank card, smart card, payment card, and stored-value card transactions all via a proprietary and secure financial global computer network; providing electronic processing of commercial transactions and payments made by customers using a smart phone or mobile device at a point of sale via a proprietary and secure financial global computer network; financial administration of debit card, smart card, payment card, stored-value card, smart phone and mobile device payment account services utilizing a computer readable device; ; clearing and reconciling financial transactions via a global computer network for retail merchants; providing commercial financial transaction data, including account balance data to merchants regarding credit card, debit card, bank card, smart card, payment card, stored-value card, and smart phone and mobile device payment accounts via a secure Internet website; information services, namely, financial information provided by electronic means; stored value prepaid card services, namely, processing electronic payments made through prepaid cards	
MYCARD@SCHOOL and Design  (Owner: School-Link Technologies, Inc., a Delaware corporation – Assignment to Heartland Payment Systems, Inc. filed 9/14/2012)	United States	75/772,190	8/9/1999	2,420,916	1/16/2001	16	Bar coded cards functioning as universal student identification cards, and as debit and credit cards which are not magnetically encoded and can interact with various software applications to store and provide data about and for the student, for students at the primary, secondary and higher educational levels	Registered Next renewal due 1/16/2021
mycard@School (Owner: School-Link Technologies, Inc., a Delaware corporation – Assignment to Heartland	United States	78/027,258	9/22/2000	2,832,956	4/13/2004	9	Bar coded cards functioning as universal student identification cards, and as debit and credit cards which are magnetically encoded, which can interact with various software applications to store and provide data about and for the student, for use by students in primary, secondary and higher educational institutions. Credit and debit card services provided by way of bar-	Registered Renewal due 4/13/2014

Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
Payment Systems, Inc. filed 9/14/2012)						36	coded cards functioning as universal student identification cards	
MYSCHOOLBUCKS	United States	85/480,421	11/23/2011	4,255,165	12/4/2012	36	Providing online payment information and payment processing, payment management, payment wallet management and payment information services related to school fees and charges	Registered Section 8/15 due 12/4/2018 Renewal due 12/4/2022
MYLUNCHMONEY.COM School-Link Technologies, Inc., a Delaware corporation – Assignment to Heartland Payment Systems, Inc. filed 9/14/2012	United States	78/073,028	7/10/2001	2,748,710	8/05/2003	36	Online bill payment services for all types of school activities; Electronic payment, namely, electronic processing and transmission of bill payment data for all types of school activities	Registered Renewal due 8/5/2013
MY PAL and  Design (Owner School-Link Technologies, Inc., a Delaware corporation – Assignment to Heartland Payment Systems, Inc. filed 9/14/2012)	United States	77/383,873	1/30/2008	3,484,768	8/12/2008	9	Interactive computer kiosks comprising computers, computer hardware, computer peripherals, and computer operating software for use in food service programs	Registered Section 8/15 due 8/12/2014 Renewal due 8/12/2018
NUTRITION GRADE REPORT	United States	85/293,224	4/12/2011			35	Incentive award programs to promote the sale of others' products and services through the issuance and processing of loyalty points	Allowed 6/12/2012 Statement of Use/2 nd Extension due 6/12/2013
NUTRITION GRADE REPORT	United States	85/293,353	4/12/2011			36	Loyalty program payment processing services	Allowed 6/12/2012 Statement of Use/2 nd Extension due 6/12/2013
PORTICO	United States	85/662,769	6/27/2012			36	Merchant services, namely, payment transaction processing services; clearing and reconciling financial transactions via a global computer network for retail merchants; providing commercial financial transaction data to merchants; information services, namely, financial information provided	Allowed 1/8/2013 Statement of Use/1 st Extension due 7/8/2013

Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
							by electronic means	
PORTICO	United States	85/662,828	6/27/2012			42	Application service provider, namely, providing non-downloadable software for providing point of sale payment services	Allowed 1/8/2013 Statement of Use ^{1st} Extension due 7/8/2013
PROSPER	United States	85/642,043	6/4/2012			35	Business advisory services, consultancy and information; business advisory services, consultancy and information for restaurants and other retail establishments	To be Published 3/26/2013
PROSPER	United States	85/642,064	6/4/2012			36	Financial services, namely, credit card, debit card, bank card, smart card and payment card transaction processing services; credit card, debit card, bank card, smart card and payment card verification services; credit card, debit card, bank card, smart card and payment card authorization services; electronic processing and transmission of payment data; providing online financial services to restaurants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for restaurants and other retail establishments; clearing and reconciling financial transactions via a global computer network; check verification and processing services; information, advisory and consultancy services related to credit, debit and payment card processing practices; information, advisory and consultancy services related to credit, debit and payment card processing practices for restaurants and other retail establishments; financial transaction services, namely, providing secure commercial transactions and payment options using a mobile device at a point of sale	Pending Appeal to Final Refusal due 9/6/2013
PROSPER	United States	85/642,077	6/4/2012			42	Platform as a service (PAAS) featuring computer software platforms for use as a spreadsheet, for use in word processing, for use in database management, and for use in the electronic storage of data for restaurant management, table management, inventory control, multi-station kitchen preparation, check management, staff performance management, and order entry and analytics; Platform as a service (PAAS) featuring computer software platforms for use as a spreadsheet, for use in word processing, for use in database management, for use in the electronic storage of	Published 2/5/2013

Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
							data and for use in connection with payment solutions at retail establishments	
REFUND SELECT	United States	85677653	7/16/2012	4333982	5/14/2013	36	Financial administrative, namely, electronic administration of student refunds and check disbursements	Registered Renewal date 5/14/2023
SERVICE NEVER RESTS.	United States	78789186	6/11/2006	3250943	6/12/2007	36	Financial services for educational institutions, financial institutions, borrowers and lenders, namely providing management and consulting support for student loans and related financial services for such educational institutions, financial institutions, borrowers and lenders	Registered Renewal due 6/12/2017
SL TECH & Design  (Owner School-Link Technologies, Inc., a Delaware corporation – Assignment to Heartland Payment Systems, Inc. filed 9/14/2012	United States	77/372088	1/15/2008	3,488,076	8/19/2008	42	Computer consulting services regarding customized integrated food service management systems including computer hardware and software used for point of sale transactions, application processing, ordering, inventory control, menu planning and food service production	Registered Section 8/15 due 8/19/2014 Renewal due 8/19/2018
SMARTLINK	United States	85/707,753	8/20/2012			38	Providing electronic transmission of data in the fields of payment card processing, electronic funds transfer, check management, energy management, facilities management, inventory management and back office systems	Pending Office action response due 4/9/2013
SMARTTIE FOR SCHOOL KITCHENS (Stylized) and Design 	United States	85/405,791	8/24/2011			9	Computer software used by school food service programs to monitor supply inventory and food storage temperatures sold as a unit with computer hardware	Abandoned 10/22/2012 Disclaims FOR SCHOOL KITCHENS TO BE ABANDONED per Ms. Moore

Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
(Owner at Publication: School-Link Technologies, Inc., a Delaware corporation) Assigned to Heartland Payment Systems, Inc on 2/2/2012								9/13/2012
SMARTTIE FOR SCHOOL KITCHENS (Stylized) and Design  (Owner School-Link Technologies, Inc., a Delaware corporation – Assignment to Heartland Payment Systems, Inc. filed 9/14/2012)	United States	77/383,872	1/30/2008			9	Computer hardware used by school food service programs to monitor supply inventory and food storage temperatures	Abandoned (No SOU filed)
WAVERIDER	United States	85/652,762	6/15/2012			9	Card readers for magnetically encoded cards; chip card readers; computer software for wirelessly managing accounts related to the provision of laundry machine services; computer software for managing, maintaining and repairing washing machines, dryers and laundry machines; computer software for wireless communications and messaging with users of washers, dryers and laundry machines to provide information on the status of their laundry; computer software that provides web-based access to applications and services relating to the management of laundry facilities through a web-based operating system or portal interface	Pending Response to Office Action due 4/13/2013
WAVERIDER	United States	85/652,764	6/15/2012			36	Financial services, namely, credit card, debit card, bank card, smart card, payment card, and stored-value card transaction processing services in the field of laundry facilities; providing electronic processing of credit card, debit card, bank card, smart card, payment card, and stored-value card transactions all via a proprietary and secure financial global computer network; financial administration of debit card, smart card, payment card and stored-value card payment account services utilizing a computer readable device; providing commercial financial	Pending Response to Office Action due 4/13/2013

Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services	Case Status
							transaction data, including account balance data to managers of laundry facilities regarding credit card, debit card, bank card, smart card, payment card and stored-value card payment accounts via a secure Internet website; information services, namely, financial information provided by electronic means	
WAVEREADER SPIN	United States	85/652,768	6/15/2012			9	Card readers for magnetically encoded cards; chip card readers; computer software for wirelessly managing accounts related to the provision of laundry machine services; computer software for managing, maintaining and repairing washing machines, dryers and laundry machines; computer software for wireless communications and messaging with users of washers, dryers and laundry machines to provide information on the status of their laundry; computer software that provides web-based access to applications and services relating to the management of laundry facilities through a web-based operating system or portal interface	Allowed 1/8/2013 Statement of Use/1 st Extension due 7/8/2013
WAVEREADER SPIN	United States	85/652,771	6/15/2012	4,282,598	1/29/2013	36	Financial services, namely, credit card, debit card, bank card, smart card, payment card, and stored-value card transaction processing services in the field of laundry facilities; providing electronic processing of credit card, debit card, bank card, smart card, payment card, and stored-value card transactions all via a proprietary and secure financial global computer network; financial administration of debit card, smart card, payment card and stored-value card payment account services utilizing a computer readable device; providing commercial financial transaction data, including account balance data to managers of laundry facilities regarding credit card, debit card, bank card, smart card, payment card and stored-value card payment accounts via a secure Internet website; information services, namely, financial information provided by electronic means	Registered Section 8/15 due 1/29/2019 Renewal due 1/29/2023